

Media Management: An Indian Perspective

Gaman Palem

Abstract:

Media in the modern times is undergoing through a turbulent transmutation on a global level. The absolute dissemination of media oriented features and the need for survival has anted up the survival factors. This absolute need for dissemination has paved way to many new media factors, innovative technologies, creative packaging in the various specialized fields of mass communication thus forcing the adaptation of many newer structures of journalism by many establishments. Thus media management as an integral factor of mass media orientation needs to be re-looked and throbbled from a new angle considering the contemporary issues. Media organisations irrespective of their reach, size and turnover are continuously looking to delineate the borders by aggregating media platforms, thus in turn leading way for media management as a specialised field. Media industries are working tirelessly and overzealous to strengthen networks and amplify their functioning traversing regional and national demarcations. The need to further understand the changing communication patterns and probe media management has multiplied over the past few years as the traditional techniques, media trends and driving forces need to be revisited and re-looked from a universal outlook of media integration, variegation and an aggregated overlap.